

Orders Order / Rev: 37290 Alt Order #: 08866119 Product Desc: BERKLEY/SENATE/D

Estimate:

Flight Dates: 09/18/12 - 09/24/12 Original Date / Rev: 09/17/12 / 09/27/12

Order Type:

GENERAL

Shorr Johnson Magnus

Primary AE:

Sales Office:

Sales Region:

KLAS

Mike Jones K-WAS

National

Agency Name:

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast EOM/EOC

Advertiser

Name:

Berkley, Shelley - D-USS

Demographic:

A35+ P01

LV1

Product Codes: Priority:

AGY, POL, CAND Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	61	\$34,970.00	\$29,724.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$34,970.00	\$29,724.50	0.00
Totals	61	\$34,970.00	\$29,724,50	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$34,970.00
Market	100%	\$116,566.67

	700
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
25%	\$29,141.67
0%	\$0.00
0%	\$0.00
5%	\$5,828.33
0%	\$0.00
0%	\$0.00
0%	\$0.00
	0% 0% 0% 25% 0% 0% 5% 0%

Ln Ch St	art End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8 09/	18/12 09/21/12	8 News Now 4-5a 8 News Now 4-5a		4-5a	-TWTF	:30	6	\$35.00LV3	0.00 NM	6	\$210.00
NEWS Start Da Week: 09/17/1:		<u>Weekdays</u> -TWTF	Spots/Week 6	<u>Rate</u> \$35.00	Rating 0.00						
E 2 8 09/	24/12 09/24/12	8 News Now 4-5a 8 News Now 4-5a		4-5a	M	:30	2	\$35.00LV3	0.00 NM	2	\$70.00

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KLAS

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BERKLEY/SENATE/D

Flight Dates:

09/18/12 - 09/24/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **NEWS** Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 09/24/12 09/30/12 M-----\$35.00 0.00 -TWTF--:30 2 \$440.00LV1 0.00 NM 2 \$880.00 09/18/12 09/21/12 CBS This Morning 7-9a CM 7-9a E 3 8 **CBS This Morning CBS THIS MORNING** Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating -TWTE--Week: 09/17/12 09/23/12 \$440.00 0.00 \$440.00 09/24/12 09/24/12 CBS This Morning 7-9a CM 7-9a M----:30 1 \$440.00LV1 0.00 NM 1 8 **CBS This Morning CBS THIS MORNING** End Date Spots/Week Rate Rating Start Date Weekdays Week: 09/24/12 \$440.00 0.00 09/30/12 2 09/18/12 09/21/12 8 News Now 5a M-F CM 5-6a -TWTF--:30 \$565.00LV1 0.00 NM \$1,130.00 8 News Now 5a M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 -TWTF--\$565.00 0.00 \$750.00 LV1 \$750.00 CM 6-7a -TWTF--:30 0.00 NM 1 E 6 09/18/12 09/21/12 8 News Now 6a M-F 8 News Now 6a M-F **NEWS** Spots/Week Rating **Weekdays** Rate Start Date End Date -TWTF--\$750.00 0.00 Week: 09/17/12 09/23/12 :30 \$690.00 LV1 0.00 NM 1 \$690.00 09/18/12 09/21/12 8 News Now Noon M-F CM 12-1230p -TWTF--8 News Now Noon M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--\$690.00 0.00 Week: 09/17/12 09/23/12 :30 \$690.00LV1 0.00 NM 1 \$690.00 8 News Now Noon M-F CM 12-1230p M----E 8 09/24/12 09/24/12 8 News Now Noon M-F **NEWS** Spots/Week Rating Start Date **End Date Weekdays** <u>Rate</u> \$690.00 0.00 M----Week: 09/24/12 09/30/12 2 \$2,000.00 -TWTF--:30 2 \$1,000.00LV1 0.00 NM 09/18/12 09/21/12 Ellen CM 3-4p E 9 8 Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--0.00 Week: 09/17/12 09/23/12 2 \$1,000.00 :30 2 \$325.00 LV2 0.00 NM 2 \$650.00 E 10 8 09/24/12 09/24/12 Ellen CM 3-4p M----Ellen ELLEN Rating **Start Date End Date Weekdays** Spots/Week Rate 0.00 \$325.00 Week: 09/24/12 09/30/12 M-----2 9-10a :30 \$250.00LV2 0.00 NM 1 \$250.00 09/24/12 09/24/12 Live w/Kelly CM E 11 8 Live With Regis & Kelly LIVE WITH KELLY Weekdays Spots/Week Rate Rating Start Date **End Date** 09/30/12 \$250.00 0.00 Week: 09/24/12 \$900.00LV1 0.00 NM \$900.00 8 09/18/12 09/21/12 1230-2p Soaps/ LMAD CM 1230-2p -TWTF--:30 Soaps / Let's Make A Deal BOLD/DEAL Rate Spots/Week Rating Start Date **End Date** Weekdays 1 4 1 -TWTF--\$900.00 0.00 09/23/12 Week: 09/17/12 1230-2p Soaps/ LMAD CM M-----:30 \$900.00LV1 0.00 NM 2 \$1,800.00 09/24/12 09/24/12 1230-2p E 13 8 Soaps / Let's Make A Deal **BOLD/DEAL** Spots/Week Rate Rating Start Date **End Date Weekdays** 09/30/12 M----\$900.00 0.00 Week: 09/24/12 0.00 NM 630-7p Inside Edition CM 630-7p -TWTF--:30 \$875.00LV1 3 \$2,625.00 09/18/12 09/21/12 Inside Edition INSIDE EDITION

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Len Spots Start/End Time Days Rate Pri Ln Ch Start End Inventory Code Break Rtg Type Spots Amount -TWTF--:30 \$875.00LV1 0.00 NM \$2,625,00 E 14 8 09/18/12 09/21/12 630-7p Inside Edition CM 630-7p Inside Edition INSIDE EDITION **End Date** Spots/Week Rating Start Date **Weekdays** <u>Rate</u> -TWTF--\$875.00 0.00 Week: 09/17/12 09/23/12 3 09/24/12 09/24/12 630-7p Inside Edition CM 630-7p M----:30 \$875.00LV1 0.00 NM \$875.00 Inside Edition INSIDE EDITION Rating **Start Date End Date** Weekdays Spots/Week Rate 09/30/12 M----\$875.00 0.00 Week: 09/24/12 :30 \$600.00LV1 0.00 NM 1 \$600.00 8 8 News Now Sun 5-7p CM 4-430p, 630-7p -----5 E 16 09/23/12 09/23/12 (6:30 PM-7:00 PM) 8 News Now Sun **NEWS** Spots/Week Rating **Start Date End Date Weekdays** Rate ----S Week: 09/17/12 09/23/12 \$600.00 0.00 09/18/12 09/21/12 8 News Now 5-630p M-FCM 5-630p -TWTF--:30 3 \$1,000.00LV1 0.00 NM 3 \$3,000.00 8 News Now 5-630p M-F **NEWS** Weekdays **End Date** Spots/Week Rate Rating Start Date Week: 09/17/12 -TWTF--0.00 09/23/12 3 \$1,000.00 \$375.00LV2 0.00 NM 2 \$750.00 :30 E 18 8 09/24/12 09/24/12 8 News Now 5-630p M-FCM 5-630p M----8 News Now 5-630p M-F **NEWS Start Date End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 \$375.00 0.008 News Now 4p M-F CM 4-5p -TWTF--:30 2 \$940.00LV1 0.00 NM 2 \$1,880.00 E 19 09/18/12 09/21/12 8 8 News Now 4p M-F (4:30 PM-5:00 PM) **NEWS** Spots/Week Rating Start Date **End Date Weekdays** Rate -TWTF--2 \$940.00 0.00 09/23/12 Week: 09/17/12 M----:30 \$300.00LV2 0.00 NM \$300.00 09/24/12 09/24/12 8 News Now 4p M-F CM 4-5p E 20 8 8 News Now 4p M-F (4:30 PM-5:00 PM) **NEWS Start Date End Date Weekdays** Spots/Week Rate Rating 09/30/12 \$300.00 0.00 Week: 09/24/12 7-8p Rotator CM 7-8p -TWTF--:30 4 \$1,000.00LV1 0.00 NM \$4,000.00 E 22 09/18/12 09/21/12 8 7-8p Rotator ET/INSIDER Spots/Week Rating Rate **Start Date End Date** <u>Weekdays</u> -TWTF--\$1,000.00 0.00 4 Week: 09/17/12 09/23/12 0.00 NM \$1,000.00 :30 1 \$1,000.00LV1 09/24/12 09/24/12 7-8p Rotator CM 7-8p M----1 E 23 8 7-8p Rotator ET/INSIDER Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 09/24/12 09/30/12 M-----\$1,000.00 0.00 09/18/12 09/21/12 CM 1135p-1237a -TWTF--:30 \$750.00 LV1 0.00 NM \$2,250.00 8 Letterman E 24 Letterman **LETTERMAN** Spots/Week Rating Start Date **End Date Weekdays** Rate -TWTF--\$750.00 0.00 09/23/12 Week: 09/17/12 \$750.00LV1 0.00 NM \$750.00 :30 1 E 25 8 09/24/12 09/24/12 Letterman CM 1135p-1237a M-----Letterman **LETTERMAN End Date** Weekdays Neekdays Spots/Week Rate Rating Start Date 0.00 M----\$750.00 Week: 09/24/12 09/30/12 1237a-137a -TWTF--:30 \$115.00LV2 0.00 NM 3 \$345.00 E 26 8 09/18/12 09/21/12 Craig Ferguson (12:37 XM-1:37 XM) Craig Ferguson **FERGUSON** Spots/Week Start Date **End Date** Weekdays <u>Rate</u> Rating -TWTF--\$115.00 0.00 Week: 09/17/12 09/23/12 CM :30 \$115.00LV2 0.00 NM \$115.00 1237a-137a E 27 09/24/12 09/24/12

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Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount													
FERGUSON Start Date End Date Weekdays Spots/Week Rate Rating	Ln Cl	n Start	End	•	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
Start Date End Date Meekdays Socisy/Neek Rate Rating	EEI	PCHSON				(12:37 XM-1:	37 XM)						
E28		Start Date											
New Start Date End Date Meekdays Scots/Week Rate Sation County Sation Sat				•			SS	:30	1	\$350.00LV2	0.00 NM	1	\$350.00
Section Sect	NE		F. 15.4			Data	D-time.						
Politics Now Start Date End Date Weekdays Spots/Week Sate Rating Section Secti	Week						-						
Start Date End Date Weekdays Spots/Week Start Start Date							_	:30	1	\$250.00 LV2	0.00 NM	1	\$250.00
E30 8 09/23/12 09/23/12 CBS News Sunday Morning		Start Date	End Date										
CBS SUNDAY MORNING Start Date Morek/SMT/17/12 End Date Morek/SMT/12 End								:30	1	\$850.00LV1	0.00 NM	1	\$850.00
Start Date Start Date Start Date Weekdays Spots/Week Rate Rating Start Date St					-		,						
E31 8		Start Date	End Date										
NEWS Start Date End Date Weekdays Spots/Week Seb. 00 0.00				<u>-</u>		************		:30	1	\$850.00LV1	0.00 NM	1	\$850.00
The color of the	NE	ws		8 News Now Sun	AM #2						ľ		
E32 8 09/23/12 09/23/12 Face The Nation Face	Week												
FACE THE NATION Start Date End Date Weekdays Spots/Week Rate Sp40,00 0.00					СМ			:30	1	\$940.00LV1	0.00 NM	1	\$940.00
Restrict Restrict	FAC	CE THE NAT	ON	race The Nation									
NCAA FOOTBALL Start Date Meek days Spots/Week Rate Rating O.00	Week				Spots/Week 1								
NCAA FOOTBALL Start Date End Date Weekdays Spots/Week Rate Rating 0.00	E 33	8 09/22/1	2 09/22/12		СМ	930a-12n	S-	:30	2	\$750.00LV1	0.00 NM	2	\$1,500.00
Week 09/17/12 09/23/12 09/23/12 09/23/12 Sun 4-5P Elec Playgroun@M 430-530p	NC			Wookdays	Snote/Maak	Pate	Rating						
Electric Playground ELECTRIC PLAYGROUND Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Chrodited Rate Rating Weekdays Length Rate Rig Type	Week	: 09/17/12	09/23/12	s-	2	\$750.00	0.00					_	
Start Date End Date Weekdays Spots/Week Rate Rating 1 \$150.00 0.00	E 35	8 09/23/1	2 09/23/12			430-530p	S	:30	1	\$150.00LV2	0.00 NM	O	\$0.00
Week: 09/17/12 09/23/12 09/	EL	_		Weekdays	Spots/Week	Rate	Rating						
1 8 09/17/12-09/23/12 Sun 4-5P Elec Playground 430-530p		: 09/17/12	09/23/12	S	1	\$150.00	0.00	<i>N</i> eekdavs	Ler	noth Rate	Rta Type		
E 36 8 09/24/12 09/24/12 Price Is Right CM 10-11a M :30 1 \$1,000.00LV1 0.00 NM 1 \$1,000.00		8 09/17/1											
PRICE IS RIGHT Start Date End Date Weekdays M 1 \$1,000.00 0.00 E 37 8 09/22/12 09/22/12 Sat 1135p-1235a Priv P@M 1135p-1235a			37377/8860	799									
PRICE IS RIGHT Start Date Update Update	E 36	8 09/24/1	2 09/24/12	-	CM	10-11a	M	:30	1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
Week: 09/24/12 09/30/12 M 1 \$1,000.00 0.00 E 37 8 09/22/12 09/22/12 Sat 1135p-1235a Priv Pr@M 1135p-1235a	PR				Snots/Week	Rate	Rating						
Private Practice PRIVATE PRACTICE Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 S- 1 \$70.00 0.00 E 38 8 09/22/12 09/22/12 Sat 1235-135a DaVinci I6M 12.35a-1.35a S- :30 2 \$60.00LV2 0.00 NM 0 \$0.00 Da Vinci Inquest (12:35 XM-1:35 XM)		:: 09/24/12	09/30/12	M	1	\$1,000.00	0.00			670.0011/0	0.00.404	4	670.00
Start Date Week: 09/17/12 End Date 09/23/12 Weekdays S- Spots/Week 1 Rate \$70.00 Rating 0.00 E 38 8 09/22/12 09/22/12 Sat 1235-135a DaVinci I6M Da Vinci Inquest 12.35a-1.35a (12:35 XM-1:35 XM) S- :30 2 \$60.00 LV2 0.00 NM 0 \$0.00				•	PRIV PRIM	1135p-1235	aS-	:30	1	\$70.00LV2	U.UU NIM	1	\$70.00
Week: 09/17/12 09/23/12 S- 1 \$70.00 0.00 E 38 8 09/22/12 09/22/12 Sat 1235-135a DaVinci I6M 12.35a-1.35a S- :30 2 \$60.00LV2 0.00 NM 0 \$0.00 Da Vinci Inquest (12:35 XM-1:35 XM)	PR			<u>Weekdays</u>	Spots/Week	Rate	Rating						
Da Vinci Inquest (12:35 XM-1:35 XM)		:: 09/17/12	09/23/12		1 aVinci IRM			:30		\$60.001 V2	0.00 NM	o	\$0.00
DA VINGI			E V312414				-	.00	-	700.00 m m		•	73
<u>Start Date </u>		Start Date											

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Totals

61

\$34,970.00

Ln	Cł	n S	tart	End	Inventory Code	Break	Start/En	d Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E 38	3	8 09	/22/12	09/22/12	Sat 1235-135a D	aVinci l 6 M	12.35a-1.3	5aS	- :30	2	\$60.00LV2	0.00 NM	0	\$0.00
					Da Vinci Inquest		(12:35 XM-	1:35 XM)						
	DΑ	VINCI												
		Start D	ate F	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
٧	Veek	: 09/17/1	12 (09/23/12	S-	2	\$60.00	0.00						
<u>Sp</u>	<u>ot</u>	Ch Dat			escription		rt/End Time		Weekdays			Rtg Type		
	1	8 09/	17/12-0	09/23/12 S	at 1235-135a DaV	inci Inq 12.	35a-1.35a	(12:35 XM-1:35	Sa	a ∴	30 (\$60.00)	0.00 NM		
		Credite	-											
		move \$	\$\$ to 37	377/88607	'99									
	2	8 09/	17/12-0	09/23/12 S	at 1235-135a DaV	inci Inq 12.3	35a-1.35a	(12:35 XM-1:35	Sa	a ∴	30 (\$60.00)	0.00 NM		
		Credite												
		move \$	\$ to 37	377/88607	799									
E 39) ;	8 09	/23/12	09/23/12	Eye on Wash/Wa	III St JoGM	5-6a		s :30	1	\$190.00LV1	0.00 NM	1	\$190.00
					Eye On Wash/W	all St Jrni								
	EY	E ON W	ASHIN	GTON/WS	J									
		Start D	ate <u>E</u>	Ind Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
٧	Veek	: 09/17/1	12 (9/23/12	s	1	\$190.00	0.00						
N 40) ;	8 09	/18/12	09/21/12	8 News Now 4-5a	CM	4-5a	-TWTF-	- :30	1	\$20.00LV4	0.00 NM	1	\$20.00
					8 News Now 4-5	a								
		Start D	ate E	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek	: 09/17/1	12 (9/23/12	-TWTF	1	\$20.00	0.00						